

SHEAFFER'S
Review

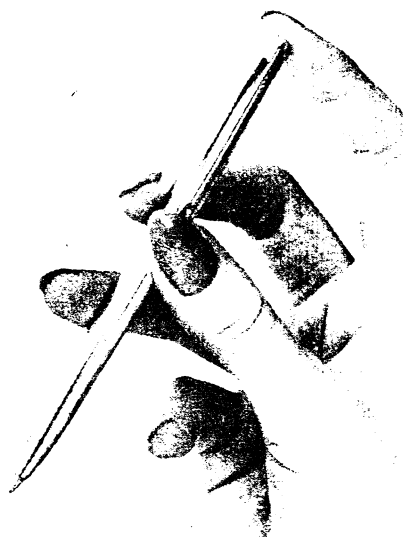


STERLING SILVER BALLPOINT AND NEW CARTRIDGE PENS ARE INTRODUCED

The first sterling silver-tipped ballpoint pen has just been introduced by Sheaffer's together with several new cartridge pens. Newsmen, radio and television reporters got a special preview of it at a press party in New York City.

The sterling silver-tipped writing unit of the ballpoint enables it to write longer than any other ballpoint pen and marks Sheaffer's "full-scale entry" into the ballpoint market, President W. A. Sheaffer II explained.

"We have held off our big move in the ballpoint field until we had an ex-



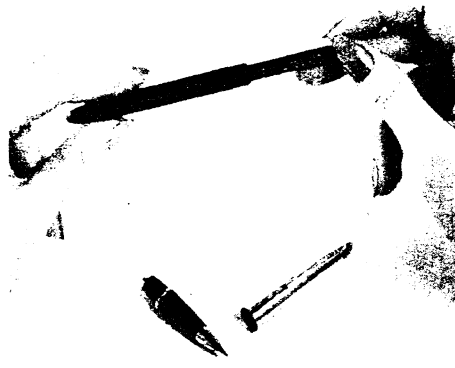
Another first in the writing instrument field is Sheaffer's new sterling silver-tipped ballpoint pen. The sterling silver-tipped writing unit enables it to write longer than any other ballpoint. All Sheaffer ballpoints at \$2.95 and over will have the new sterling silver top. Refills are 89 cents.

clusive product we consider definitely superior to other ball points," he said. "Now that we have it, we're going to put behind it the merchandising know-how that has advanced our company to leadership in quality fountain pen sales."

Stemming from 14 years of research, the new ballpoint is designed to provide smoother writing, uniformity of writing and greater capacity. The sterling silver walls of the unit surrounding the writing ball eliminate corrosion and prevent leakage of ink around the ball.

"Ballpoint tips made of baser metals tend to corrode under constant passage of ink," Sheaffer's general sales manager F. E. Troy pointed out. "As a result, the walls of the tips break down, causing ink to leak around the writing ball. Often when this occurs the writing unit must be discarded even though it may contain enough ink for many hours of writing."

He pointed out that although some makers of ballpoints have silver plated



Sheaffer's newest cartridge fountain pen features a cylindrical type point similar to the Triumph point exclusive in top quality Sheaffer Snorkel pens. These new cartridge pens provide smooth writing through the new type point and convenient filling with the cartridge refills.

tips, the sterling silver tip is available only in the new Sheaffer pen.

All Sheaffer ballpoints at \$2.95 or over will have the new sterling silver tip. Refills are 89 cents.

The new pens are available in six iridescent colors: gold, silver, bronze, rose, green and azure blue.

* * *

Two new models of Sheaffer cartridge fountain pens and a cartridge pen desk set also were introduced today. The new cartridge fountain pens have a cylindrical type pen point similar to the Triumph point found exclusively in top quality Sheaffer Snorkel fountain pens.

The two new fountain pens provide smooth writing through the cylindrical type points and quick, convenient filling through the cartridge refills, Mr. Troy pointed out. They're filled in seconds, without an ink bottle, by removing the plastic ink cartridge from the barrel, slipping in a refill cartridge and screwing the barrel to the gripping section.

The new cartridge fountain pens are \$8.75 and \$5, with two free refills. Matching mechanical pencil for the \$8.75 model is \$5. Matching pencil for the \$5 model is \$3.75.

Stockholders Approve Reclassification Plan

Sheaffer stockholders have approved a reclassification of the company's common stock and an exchange of each share of the present common stock for one share of Class A non-voting stock and one share of Class B voting stock, and screwing the barrel to the grip. The actual vote was 481,471 to 403 in favor of the reclassification.

As a result of action taken by the stockholders at the annual meeting, both classes of the new stock will share equally in dividends and will have the same rights, privileges and limitations as the present common stock except that the Class B stock will have full voting rights and the Class A stock will not.

With the stock split, each Sheaffer stockholder now has the same number of shares of voting stock as he had before, chairman of the board, C. R. Sheaffer pointed out. Present stockholders' voice in the management of the company is not affected in any way by the reclassification and exchange, he explained.

"In addition to giving stockholders greater flexibility in handling their investments, the exchange should improve the marketability of our stock and will make available non-voting stock for use in possible diversification of acquisition of another company," he said.

On Midwest Exchange

Trading in the company's two new classes of stock began exclusively on the Midwest Stock Exchange Tuesday, May 28.

"The New York Stock Exchange, on which our stock has been listed for many years, does not list non-voting stock, such as our new Class A stock," Mr. Sheaffer said. "And because it does not seem practical to list one stock on one exchange and the other stock on another exchange, we advised our stockholders in March that we would request listing of both stocks on the Midwest."

Directors Re-elected

Chairman of the board C. R. Sheaffer, president Walter A. Sheaffer II and executive vice president George A. Beck were re-elected to the board of directors for three-year terms. C. R. Sheaffer was re-elected board chairman for a one-year term.

Sheaffer's Review

Goings On . . .



Members of the Pen Assembly Dept. pitch in to dye eggs for the children's Easter egg hunt at the Employees' Park. L-r are Bob Gibbs, Dennis Moline, Mae Lynch, Nina Flynn, Doris Johnston, Geneva Simmonds, Bob Sanders, Jean Wilson, Janet Kudebeh and Joe Costello.

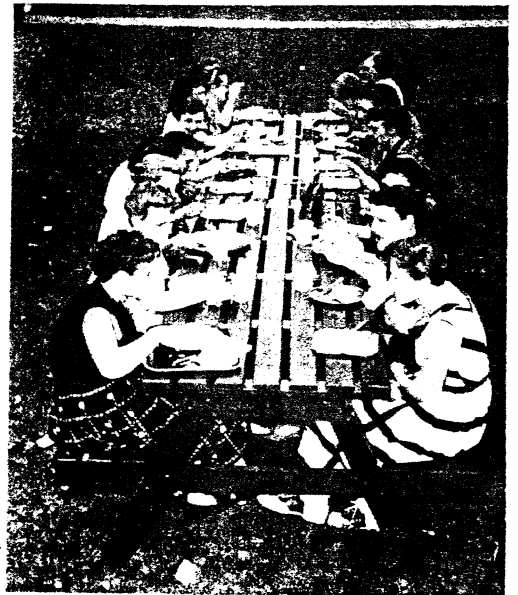


Poised and ready to begin the search for Easter eggs at the Employees' Park is this group of youngsters. The Easter egg hunt, sponsored by the Activities Committee, attracted more than 125 youngsters.



The three Philadelphia educators signed recently as Sheaffer's handwriting consultants are shown with Greg Rouleau (second from left) (Public Relations). Examining one of the teaching aids used in the handwriting program are (l-r) handwriting specialist Leon Rubin, Mr. Rouleau; Wesley F. Scott, director of commercial and distributive education for the Philadelphia school system; and handwriting specialist Matthew A.

A group of young ladies at the Mount Pleasant plant take advantage of the first nice warm spring weather to eat their lunch outdoors.



The concrete platform under the Mt. Pleasant plant's watertower makes a convenient spot to enjoy lunch while soaking up some sunshine.



Employees at the Mt. Pleasant plant line up to help themselves to the wide variety of food offered by the Activities Committee at its recent noon luncheon.

Baby Banks



Rozella Martin (l) and Darlene Cowles (r) (Public Relations) fill Skrip baby banks with bright new pennies for new arrivals at Sacred Heart Hospital's nursery.



Harold Lightfoot (Stock & Warehouse) unloads cartons of Skrip baby banks at Sacred Heart Hospital.



Harold Lightfoot delivers a new supply of Skrip baby banks to Mrs. Walter Schmidt. Each new born baby at the hospital receives a Skrip bank full of bright new pennies.



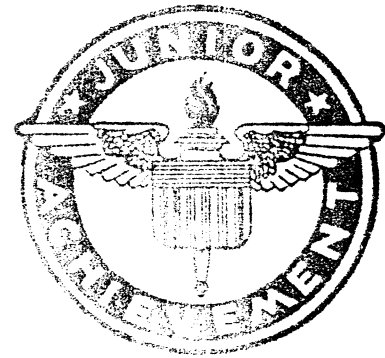
Nurse's aid Mrs. Walter Schmidt (r) presents one of the Skrip baby banks to Mrs. John C. Allen, wife of John Allen (Tool & Die), for the newest member of the Allen family, shown with Mrs. Allen.

Fort Madison's babies may not be the richest in the nation but one thing is certain—they're not the poorest.

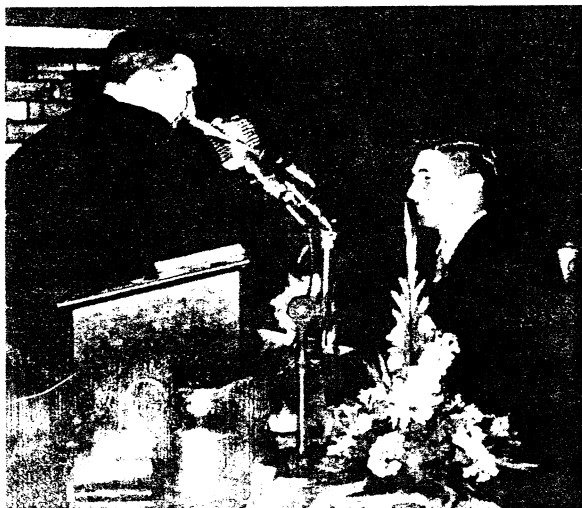
Each new arrival at Sacred Heart Hospital receives a novel Skrip baby bank full of shiny new pennies before leaving the hospital. The penny banks are exact replica's of the bottles used to ship Sheaffer's famous Skrip writing fluid, except of course the cap is slotted so additional pennies can be deposited in the Skrip bank. They're even done up in a conventional Skrip carton with a fancy pink-and-blue elephant and giraffe label.

The idea was started a number of years ago as a goodwill project. Since then it has attracted attention in many parts of the country.

Junior Achievement Banquet



The Junior Achievement Banquet each year marks the conclusion of another successful year of "Learning by Doing" for Fort Madison's JA'ers. But in addition to winding up the JA year, the annual banquet offers an opportunity to honor those Junior Achievers who have been exceptionally outstanding in JA, school and extra-curricula activities. On this page are some of the highlights of the recent JA banquet.



Bob Lowe, son of Art Lowe (Pen Assembly), receives a \$2,000 Junior Achievement scholarship from JA director Jac Colvin (Sales) at the annual Junior Achievement banquet at Sacred Heart Hall.



Craig R. Sheaffer (r), chairman of the board of the Sheaffer Pen Company who set up the Junior Achievement program in Ft. Madison eight years ago, receives the sponsor's plaque from JA director Jac Colvin (l) (Sales). Sheaffer's sponsored two JA companies during the 1956-57 season.



Another \$2,000 scholarship goes to Adelaide Werner, shown accepting the award from Lyle Box (Sales) at the JA banquet.



Dr. Carl S. Winters, a member of General Motors speakers' bureau, was guest speaker at the annual JA banquet. He told young JA'ers they are on the threshold of a new era that offers unlimited possibilities and challenges.



The \$500 Junior Achievement scholarship goes to John Mohrfeld (right). Ed Thorn (Sales), area JA director, congratulates John on winning the award.

SHEAFFER'S REVIEW

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EDITOR - - RAY PETERSON

An Outsider Looks At Sheaffer Pen

(The following article is reprinted
from the Farrington Mfg. Company's
publication "Display Box News.")

In conversation with an experienced sales executive the other day, we spoke of the Sheaffer Pen Company. Said he, "In all my experience, visiting some of the finest concerns in the country, I have found none with the drive and spirit shown by the employees one meets at Sheaffer Pen.

Of course, that means that the management is good, but there is something besides. They have instilled into everyone working there a team spirit, and, I tell you, you just can't beat it.

HIGH ON THE HOG

How much personal federal income tax did you pay in 1956 and how long did it take the government to spend what you paid?

It has been determined that if the proposed \$71.8 billion budget is approved, the government would spend: \$2,283 each second of the year; \$136,981 per minute; and \$8,218,864 per hour.

Going a little farther, at the above rates, Uncle would blow \$197,252,748 per day and \$1,319,769,210 per week.

How much did you pay in federal income taxes last year?

How long did it take the government to spend your contribution?

How long did it take you to earn it?

How about doing something to help in the drive to curb government spending?

Employees Against Work Schedule Change

The majority of employees at the main plant and the Skrip plant opposed any change in the regular work schedule in the recent vote to determine whether the schedule should be changed during the summer months.

The final tabulation of the votes showed 593 in favor of holding to the present work schedule and 546 in favor of working from 7 a.m. to 4 p.m. at the main plant and from 7 a.m. to 3:30 p.m. at the Skrip plant.

The question of changing the working hours during June, July and August was brought up at a meeting of the WASPCO Council which decided to settle the question by a general vote of the employees concerned. A 60 per cent majority in favor of the seven-to-four schedule was necessary to change the work schedule. The vote showed less than 50 per cent in favor of the change.

W.A. SHEAFFER II NAMED TO U.S. CHAMBER BOARD

President W. A. Sheaffer II and seventeen other business leaders throughout the nation were elected to the board of directors of the Chamber of Commerce of the United States recently.

Mr. Sheaffer, one of the seven new members serving a first term on the board, will represent the chamber's sixth district comprising Iowa, Illinois and Wisconsin.

White Dots Finish In Third Place At Goderich

The Sheaffer White Dots, after leading the Goderich Industrial Bowling League all season, dropped to third place in the windup of the 1956-57 bowling season.

Jim Queen, captain of the White Dots, was on the sidelines for the play-offs as the result of an ear infection which had hospitalized him for about a week. The White Dots established a team average of 182 for the season. Individual team member averages were:

Jim Queen	197
Archie McLean	195
Jim Earnshaw	192
Bert Robinson	182
Jim Reid	174
Ernie McDonald	156

GODERICH EMPLOYEES SET NEW PLANT SAFETY RECORD

The Industrial Accident Prevention Association recently presented a plaque to the Goderich plant to mark the completion of 160,000 hours of work without a lost-time accident.

It marked the first time in the Canadian company's history that employees completed that much time on the job without an accident resulting in lost time. Goderich employees are now working for the blue seal which is awarded by the association for completion of 200,000 work hours without a lost-time accident.

Goderich Mixed Bowling Trophies Are Presented

The Sheaffer House Mixed Bowling League at the Canadian plant wound up its season recently with a party at the home of Mrs. Kitty Chapman.

Members of the winning team were presented with miniature trophy ash trays. Werner Schulin, captain of the team who recently moved to Detroit, returned for the party. Other members of the winning team included Kay Gilders, Les Chapman, Millie Thomas and June Bond.

A trophy also was presented to Les Chapman who held the high triple for the season with a 726. High single for the year was 340, with Kitty Chapman receiving a handsome trophy to mark the occasion.

Goderich Activities Committee Has Party

The Activities Committee at the Goderich plant recently held a Euchre and 500 card party at MacKay Hall with more than 50 employees and guests in attendance.

Euchre winners were: Ladies' high, Wilma McMichael; men's high, Harold Stanbury; ladies' low, Millie Thomas; men's low, Gordon Jamieson.

Five hundred winners were: ladies' high, Mrs. Charles Mills; men's high, Tom Dickson; ladies' low, Fay Shear-down; men's low, Charles Mills.

The drawing for the electric frying pan was won by Grace Thompson.

C. C. Sowers Appointed

Charley Sowers, manager of the Mt. Pleasant plant, has been appointed to the Mt. Pleasant Chamber of Commerce board of directors to fill the unexpired term of Paul Desenberg, who resigned. Charley will serve on the board until December, 1958.

Strictly for Ladies...

Cheese is now generally recognized as one of those nourishing and readily digested foods which supply many of the elements essential to an adequate diet.

What is less universally known is that good cheese is relatively inexpensive although its gustatory and food values are high, and that it can be used as the perfect main dish on days when meat is not on the menu.

The following are original Swiss recipes for cheese dishes that are easy and quick to make and which satisfy gourmet and gourmand alike:

CHEESE PIE

Pie crust for 9-inch pie
1/2 lb. Switzerland Swiss, grated
1 tablespoon flour
1 cup milk (or cream)
3 eggs, well beaten
salt, pepper to taste

Line pie dish with pastry. Dredge cheese with flour. Distribute cheese evenly in pie dish. Beat eggs well, mix with milk, season lightly and pour the mixture over the cheese. Bake 15 minutes in hot oven (400° F.) then reduce heat to slow oven (300-325° F.) and bake an additional 30 minutes, or until knife inserted in center of pie comes out clean. Serve hot or warmed over. Serves 4.
Note: Follow baking instructions carefully and do not overbake!

CHEESE TARTLETS:

Little individual pies of any desired size may be made in the same manner and may be served the same way as Cheese Pie. They are also enjoyed very much as appetizers. Serve hot or warmed over.

Note: Tartlets, however, require a hot oven and should be baked within 20 to 25 minutes. They should not dry out, but be of a moist consistency.

* * *

CHEESE SALAD

1/2 cup French dressing
1 teaspoon prepared mustard
1 med. sized onion, chopped
salt, pepper to taste
1/2 lb. Switzerland Swiss, finely cut or diced

Mix dressing, mustard, onion and seasoning in salad bowl. Cut cheese into thin, small pieces, mix well with the dressing preparation. Let stand for an hour or longer. Serve on a bed of lettuce leaves. Serves 3 to 4.
* * *

SWISS TOAST EMMENTAL (Croûte)

1/2 lb. Switzerland Swiss, grated
2 eggs, separated
1 scant teaspoon grated onion
6 slices white bread
butter or shortening

Mix cheese with egg yolks and onion. Beat the egg white lightly and add to mixture. If the mixture is too stiff, add 1 tablespoon cream or evaporated milk. Spread the mixture liberally on one side of each bread slice and fry them until brown, spreaded with butter. Serves 7.

These croûtes can be warmed over, and make wonderful appetizers when cut in half or into triangles. They are also much liked with cocktails.

May, 1957

SHEAFFER'S FAMILY NIGHT SKATING PARTY OFFERS FUN & AMUSEMENT FOR EVERYONE

A mammoth Family Night Skating Party sponsored by the Activities Committee will be held June 6 at 7 p.m. in the 400 Ballroom Rink.

The skating party is the third to be sponsored by the Activities Committee. Two very successful parties were held during the past year and more are contemplated during the present year. With this skating party the Activities Committee is endeavoring to develop more programs in which the families of employees can participate. The family night skating party affords an opportunity for an evening of real fun for the entire family.

As part of the evening program, a number of special events have been planned such as a mother-and-father skate, a mother-and-son skate, father-and-daughter skate, train skate for kiddies, beginners' skate, hokey-pokey, tag skates, moonlight couple skates and many other events.

Twenty free passes to the 400 Ballroom Rink will be given away as prizes for the various events and drawings. Admission will be 50 cents per person plus 25 cents for the rental of skates. Special rates of \$2.50 will be in effect for a family groups of four.

Kenny Hart (Stock & Warehouse), chairman of the skating party, and the Activities Committee are hopeful that enough interest will be shown in the family night skating party to warrant additional ones on a regularly scheduled basis.

For those who can't skate or who have been off skates so long they've forgotten how to skate, free instructions will be available at the party. Although the event is advertised as family night, individuals are also welcome to attend the party and bring their friends.

WASPCO COUNCIL MEMBERS TO BE ELECTED IN JUNE

Elections of new representatives to the WASPCO Council will be held throughout the various departments during June.

Terms of the councilmen elected for the 1956-57 term expire June 1 and the new council will take office at the June WASPCO Council meeting. Meanwhile, members of the old council will ask employees in each department to nominate new representatives to the council. An election will then be held to determine the councilmen from the department.

Orville Hudson Retires After 23 Years On Job

Orville Hudson, a veteran employee of 23 years with the company, retired May 31 as an operator in the Plastic Fab Dept.

A native of Ft. Madison, Orville joined Sheaffer's March 12, 1934 in the old Holder Dept. where he worked until 1942 when he was transferred to the War Division. Two years later he was assigned to the Feed Dept.



Orville Hudson

where he worked until 1952 when that department became a part of what is now the Plastic Fab Dept.

Orville is looking forward to his retirement because he has a number of things planned. The most important,

of course, is the move to California which he's contemplating. As a preliminary step toward moving to California, Orville has spent his vacation the past few years in California visiting a daughter and just looking around with an eye to possibly retiring to the Golden State. In addition to having a daughter at Englewood, just outside of Los Angeles, Orville had made a number of new friends there during his visits. He has also located a number of old friends from Ft. Madison and nearby who have moved out that way, so he is looking forward to the change.

"I'm planning to take it easy for a little while. Then too I will have to sell my house before moving out there," he says.

Although Orville's hobby is fishing, he admits he hasn't done too much of that in recent years. However, he points out that being close to the Pacific Ocean as he will be in Englewood, and having time to spare now, he'll probably dust off that fishing tackle and try his luck again.

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Wes Stinnett Wins Annual Sheaffer Men's Golf Tournament; Barnes Second

Wes Stinnett (Pen Assembly) put together a 40-39-38—117 to win the annual Sheaffer Men's Golf tournament at the Ft. Madison Country Club Saturday.

Runnerup to Stinnett was Barney Barnes (Screw Machine), former Lee County open titlist, who posted a 40-44-41—125 in the championship flight to edge out Ernest Skinner (Inspection) who shot a 42-38-46—126 to gain the number three spot. Harry Emerson (Purchasing) finished in fourth place with a 39-45-45—129.

The results:

Championship Flight

Stinnett	40-39-38—117
Barnes	40-44-41—125
Skinner	42-38-46—126
H. Emerson	39-45-45—129
J. McCabe	43-42-46—131
H. Dusenberry	43-46-48—137
J. Schier	40-41-withdrew
J. Emerson	43-47-withdrew

First Flight

K. Sorensen	44-40—84
K. Dinnauer	45-43—88
Tom Ertz	44-49—89
B. Weber	47-43—90
L. Omdahl	45-46—91
R. Carnahan	43-49—92
K. Ruppenkamp	47-48—95
P. Wilmesmeier	48-48—96

Second Flight

J. Yeast	49-42—91
J. Stowe	48-47—95
C. Sloan	49-49—98
B. Byers	50-49—99
R. Enke	49-50—99
H. Waldren	49-51—100
E. Thorn	49-52—101
W. Harmeyer	50-54—104

Third Flight

H. Sirois	51-43—94
K. Ahlstrand	53-43—96
E. Serangeli	54-45—99
E. Lawlor	51-49—100
E. Mckemson	54-49—103
B. Huston	55-52—107

A. Siegrist	55-53—108
W. Gadau	56-58—114
Fourth Flight	
J. Kiersey	57-47—104
W. Reed	58-49—107
D. Siegrist	61-51—112
R. Higgins	64-54—118
D. Barnes	62-57—119
P. Pohlmeier	61-58—119
J. Gamble	57-63—120
H. Wallis	61-61—122
J. McMickle	62-61—123

On The Cover



Reminiscent of a modern cyclops is pretty Cathy Gray shown taking a closeup look at the new Sheaffer sterling silver tipped ballpoint during a New York preview for newspaper, radio, TV and magazine writers. The new sterling silver-tipped ballpoint writes longer than any other ballpoint because the new sterling silver tip insures use of all ink in the writing unit.

Service Anniversaries

—30 YEARS—

Mary Magel Pen Assembly
Norma Rude Gold Nib

—20 YEARS—

Zelma Schutte Gold Nib
Joseph Cullen Tool & Die
Norma Klopfenstein Steno
Paul Riley Development
Irene Helling Service

—15 YEARS—

Cecil Hamilton Desk Set
Virgil Mosher Maintenance
Leroy Brockman Maintenance
William Mutter Metal Fab
Archibald Millmier Gold Nib
Ethel Krebill Pencil
Wesley Krehbiel Plating
Florence Proenneke Pencil
Lura Graber Pencil
Ralph Wendling Development
Edward Houston Plant No. 3
Elmer Davis Metal Fab
Jack Stowe Inspection

—10 YEARS—

George Berens Service
Helen Ross Plant No. 3
August Kuester Addressograph
Stanley Fairlie Addressograph
Waldo Crile Credit
Kenneth McVey Plant No. 3
R. Irene Stephenson Laboratory

—5 YEARS—

Viola Felhofer Occupancy
Patrick Hoening Screw Machine
Rosaline Turner Gold Nib
Geraldine Herold Repair Parts
Bernice Mehmert Pencil
Kathryn Foglesong Pen Asmb
Glen Roberts Service
William Kress Tool
R. W. Crawford Salesman
Richard Schwarz Tool & Die